



For Immediate Release – August 19, 2014

NORTHDALÉ LIQUOR MART HOME TO SECOND BOTTLE & CORK LOCATION

Manitoba's newest Bottle & Cork facility is now open for business in the newly renovated Northdale Liquor Mart, providing customers with an additional location to buy wine in bulk at a reduced price.

"The addition of a second Bottle & Cork location will provide even greater convenience for those Manitobans living in the northeast end of Winnipeg and beyond," said Ron Lemieux, Minister responsible for the Manitoba Liquor and Lotteries Corporation Act. "Customers shopping at the renovated Northdale Liquor Mart can expect the same excellent customer service that is the hallmark of Liquor Mart locations across the province."

Located at Unit A - 965 Henderson Highway in East Kildonan, the Bottle & Cork is a fully-equipped facility for bottling a selection of wines from around the world. Currently, the following five wines are available for purchase for as low as \$6.29 per bottle (taxes extra) - Cabernet/Shiraz (Australian Blend), Cabernet/Merlot (International blend), Merlot (France), Sauvignon Blanc (Chile), and Chardonnay (Australia).

"The Bottle & Cork allows customers to mix and match their favourite wines in 12 bottle cases at a greatly reduced price, making it the perfect choice for weddings or special events," says Robert Holmberg, Vice President, Liquor Operations for Manitoba Liquor & Lotteries. "We are thrilled to be able to open this second location and look forward to serving our customers in this end of the city."

In addition to the Bottle & Cork facility, the renovated Northdale Liquor Mart features an expanded wine corner section, new refrigeration units that hold a larger selection of cold products, and an enhanced single-serve beer area. When customers have finished browsing through the more than 2,700 product listings, a single lane checkout is available, making for a fast and convenient visit. Needless to say, our friendly, knowledgeable staff will also be on hand to provide assistance.

The Northdale Liquor Mart will be open: Monday - Thursday 10:00 a.m.-10:00 p.m.; Friday and Saturday 9:00 a.m.-11:00 p.m.; and Sunday 10:00 a.m. - 6:00 p.m.

For further information about the Bottle & Cork, please visit our website at www.liquormarts.ca/retail-marketing/bottle-cork

-30-

CONTACT: Susan Harrison
Senior Communications Coordinator, Manitoba Liquor & Lotteries
P: 204.957.2500 ext. 5529 | E: susan.harrison@mbll.ca



- In 1998, the first Bottle & Cork location opened at the Madison Square Liquor Mart (1600 Ness Avenue) in Winnipeg.
- In 2012, the Bottle & Cork relocated to the Kenaston Crossing Liquor Mart (1650 Kenaston Boulevard) where it currently resides.
- In August 2014, a second Bottle & Cork location will open in the Northdale Liquor Mart in Winnipeg (East Kildonan).
- The two Bottle & Cork locations are Manitoba's only bulk wine facilities.
- Bottle & Cork wines are sold in case lots of 12 - 750 ml bottles. They are a great choice for weddings, special events or everyday enjoyment.
- Bottle & Cork wines are available for as low as \$6.29 per bottle (taxes extra).
- Customers may mix and match any of the wines offered at the Bottle & Cork to make up the one case.
- Bottles are available for purchase in-store or customers may bring their own.
- Bottles brought in by a customer must be sterilized, 750 ml glass, corkable wine bottles. No screw-cap bottles are permitted.
- The following is a price list of the wines currently offered at Bottle & Cork. The prices are for a case containing 12 bottles of wine. Please note that wine prices are subject to 5% G.S.T. and 8% P.S.T.

Wine	(Wine Only)	(Wine + Bottles)
Cabernet/Shiraz (<i>Australian Blend</i>)	\$75.48	\$87.47
Cabernet/Merlot (<i>International Blend</i>)	\$75.48	\$87.47
Merlot (<i>France</i>)	\$75.48	\$87.47
Sauvignon Blanc (<i>Chile</i>)	\$75.48	\$87.47
Chardonnay (<i>Australia</i>)	\$75.48	\$87.47
Case of 12 x 750ml Glass Bottles - \$11.99*		
*Available only with your purchase of Bottle & Cork wine.		